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EXHIBIT A

ARC9200000290S1
09/658,632

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Application of: Megiddo et al.

OCT 13 2004

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: September 8, 2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*AFFIDAVIT UNDER 37 CFR 1.131MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

As a below inventor, I hereby declare that:

- 1) I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the patent application filed September 8, 2000 for A System and Method for Improving the Effectiveness of Web Advertising and inventor of the subject matter described and claimed therein.
- 2) Prior to February 8, 2000, I conceived the invention as described and claimed in the subject application and as amended by the amendment accompanying this affidavit in the United States as evidence by DISCLOSURE MATERIAL, attached hereto as Exhibit A.
- 3) From prior to February 8, 2000, until the filing of the patent application on September 8, 2000, I exercised due diligence toward reducing the invention to practice, as evidenced by DISCLOSURE MATERIAL, attached hereto as Exhibit A. The disclosure was evaluated and processed as part of IBM's standard patent processing procedures and culminated in the filing of the patent application on September 8, 2000.
- 4) The photocopies of DISCLOSURE MATERIAL attached to this affidavit as Exhibit A are true copies of the original pages showing conception of the invention prior to February 8, 2000 coupled with due diligence from prior to February 8, 2000 to the filing of the patent application.

ARC920000029US1
09/658,632

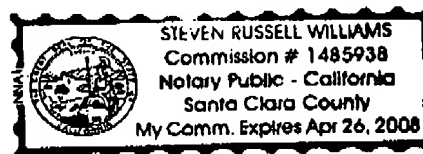
Date 9/2, 2004 Nimrod Megiddo L.S.
Nimrod Megiddo

State of California)
County of Santa Clara) SS.:

Sworn to and subscribed before me this 2 day of September, 2004.

Steven Russell Williams
Notary Public

Steven Russell Williams



Date _____, 2004 _____ L.S.
Xiaoming Zhu

State of _____)
County of _____) SS.:

Sworn to and subscribed before me this _____ day of _____, 2004.

Notary Public

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ARC920000029US1
09/658,632Date _____, 2004 _____ L.S.
Nimrod MegiddoState of _____)
County of _____) SS.:
_____)

Sworn to and subscribed before me this _____ day of _____, 2004.

Notary PublicDate Sept. 15, 2004 Xiaoming Zhu L.S.
Xiaoming ZhuState of California)
County of Santa Clara) SS.: 550-77-3535Sworn to and subscribed before me this 15th day of September, 2004.[Signature]
Notary Public

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